

## Getting past the gate-keeper.

At its best, high impact direct mail is a sure-fire tactical approach to direct mail. It's an approach that will grab the attention of a select, targeted, low volume audience - one prospect at a time. Not for the shy or the meek, it's the "bazooka" approach to direct mail. As compared to the typical shotgun approach - most appropriate for high volume dissemination - this approach promises a high ROR (rate of return).

First, it is 3-D in nature - and, without compromise, commands one's attention.

- A life-sized pillow fish.
- An inflatable palm tree.
- A high performance RF race car banging at your shins.

High-impact does whatever it takes to, 1) drive your key message and, 2) deliver the message with creative impact that aligns with or supports your value proposition clearly and compellingly.

Second, it gets to point B - past the gate-keeper, through the hallways, and into the office of the targeted individual. It is sure to land on the intended desk of your choice. Beyond the initial impact, when the dust settles, the "pass-around" factor kicks in.

As in *"Wow! Check this out. Can you believe what this company sent us?"*

It's no surprise that a good creative presentation can corral far more eyeballs than that of the addressee.

Third, the message gets read. The response rate increases. The door cracks open. You've clearly anted-up for his or her attention. And, thanks to your impressive effort, chances are that the (planned and scheduled) follow-up call will be answered by your impressed recipient.

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## **Convert your “Wish” List to a “Success” List.**

Every company has a wish list. A high-impact direct mail strategy will get you on their radar screen. Of course any high-impact strategy must be executed with the highest level of professionalism and craftsmanship. The effort itself will be a reflection of the company behind it. It is the time to display creativity, innovation and confidence. There is no room for error. No room for misfire. The first shot must be the best it can be and nothing less.

Another benefit of a high-impact direct mail campaign is the ability to manage the program. Working at any pace you choose, you can send one, or a few, at a time. This will allow you to make the follow-up call at a pace that works for you and your schedule. A well-timed follow up call is critical to the success of a high-impact direct mail campaign. Often, preparing a brief script in advance of the call will best prepare you for the follow-through or next steps.

Use FedEx or any other priority mailing service to ensure that your package arrives on time. This strategy is most deserving of your efforts and offers the most impact. In addition, due to 3-D nature of the “premium item” in the package, a priority mailing service may offer the best insurance for you package to arrive unscathed and intact.

In some cases, the intended recipient will have to sign for the package. No matter. It will most always get to the intended recipient, again, due to the 3-D nature of the package. (It’s hardly likely that someone would dare open a large box addressed to anyone at C-level.)

Controlled, priority mailing will also provide the actual date of arrival allowing you to plan and schedule the follow-up calls with greater accuracy.

*For actual case-studies on high-impact efforts, or to find out how hi-impact direct mail can work for you, call Mark Litos at 401.435.8900.*